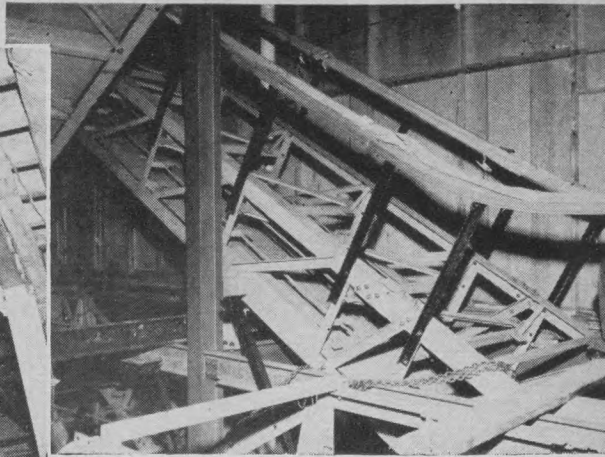


Contacts

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New Escalator Installation Progresses

Pictures above show the structural steel framework which supports the new Otis escalator trusses. This framework will eventually be clothed in a metal lath and plaster skin after all the working parts have been installed. Dominion Bridge erected the steel framework, Otis Elevator is installing the escalators, and our own carpenters and engineers are working with these contractors to provide the enclosure.

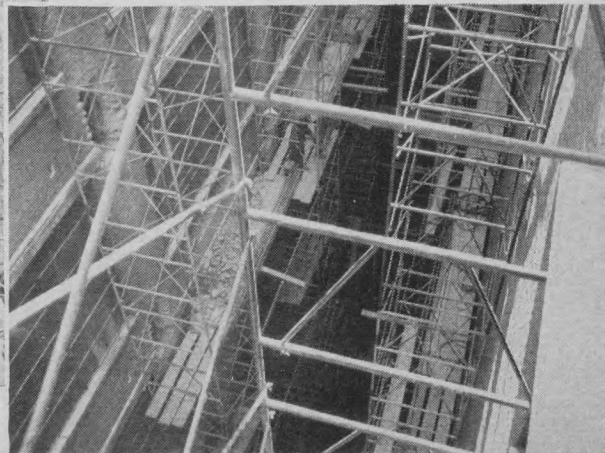
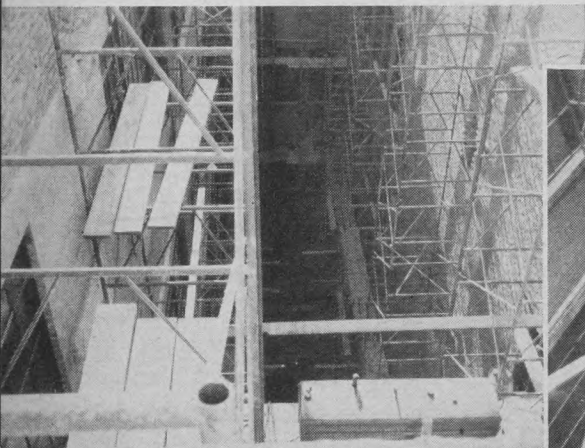
The Construction Office informs Contacts that our new escalators should be ready for the public sometime this fall.

* * * *

Building Changes in the Mail Order

Pictures below show the scaffolding which was erected by the contractor, Bird Construction Co., on both sides of the light well between M.O. Buildings 1 and 2, for the preparation of the existing walls of the Mail Order light well to take the new steel beams which will support the floors over the light well.

This addition to the Mail Order floor area will provide 40 new "bays" or approximately 16,000 square feet of additional space.



Look What's Happening in Eaton's New Spring and Summer Catalogue . .

Practically two-thirds of all Canada's homes are now receiving the 270th Seasonal Catalogue issued by Eaton's since it established Mail Order buying 69 years ago.

And what a book it is with 606 pages — 54 pages more than last spring, the largest Spring Book ever issued by Eaton's — crowded from cover to cover with exciting new trends in styles and selections to improve Canada's way of life, all emphasizing Eaton's sound standard of value. Particularly noticeable in this book is the emphasis on Eaton's Own Quality Brands. This is the theme of the Front Cover and Brand Name Merchandise is highlighted in practically every department.

In keeping with the more competitive times, greater emphasis has been placed on Eaton values throughout this new book — both in headings and price display. Pages of dresses, with a choice of style at one price are featured. "Feature Values" are prominently displayed in every department. More attention has been given to headings and subheadings to see that they were kept factual. Type write-ups also are improved by better typography.

For greater convenience of the customer in buying, type display has been simplified, as well as an enlarged index—seven pages over five last year—set in larger-faced type and more conveniently located at the back of the Catalogue.

In the matter of styles and fabrics it is interesting to note that the trend is away from the all-natural fibres of wool or cotton and is moving towards the synthetics or blends of synthetics and natural yarns. There is a greater showing of nylon, orlon and dacron—all man-made fibres, and combinations of these with wools and cottons. These new yarns are better suited for particular purposes—water repellence, stain resistance, crease resistance, etc. In addition, some of these blends (miliun) as insulating linings, serve the double role of being cool in summer, warm in winter.



In the fashion field the Catalogue takes many forward steps. More and more of the vagaries of size and figure proportion are recognized in proportioned lengths (short, medium, tall) in slacks, skirts, hosiery; Petite Misses' sizes for the shorter, younger figures, as distinct from Little Women; "Pre-teens" for that indeterminate age between the little girl and the 'Teen-ager.

Of the natural fabrics, Cottons have come to the front in the style picture. They've picked up a polish and luxury look, with styles to meet every occasion. In fact the introduction to the book, pages 2 and 3, features the versatility of Cotton.

Fashions sparkle with new style details and include pages featuring one-fabric promotions as well as one-price. Colour pages 33 to 37 are the best examples of a successful merchandising effort to promote by price or material.

Page 26 is a method of bringing out the "Black and White" story.

Pages 51 to 54 are completely photographic for the first time, and show a refinement in pattern that should make them more appealing.

In the Coat Section, pages 59, 62, 63 and 66 were reproduced from colour photographs (transparencies) for the first time in our Rotogravure. The results are the best we have had to date. "Clutch" Coat on page 68 should create interest, as should the three coats with all-weather linings on page 75.

The Girls' Section (pages 79 to 99) is livelier than last season. More figures were

(Continued on Page Four)

An Evening of Enjoyable Entertainment for You and Your Family

EATON THEATRE GUILD Presents . . .

"You Can't Take It With You"

A comedy sparkling with humour

PLAYHOUSE THEATRE

April 7 and 8, at 8:15 p.m.

Tickets, 50c, 75c and \$1.00, available in the City Time Office, the Mail Order Sales Room, or from any member of the Theatre Guild.

Come and see this entertaining play . . . Better still, make up a party of your friends!

Look What's Happening in Eaton's Catalogue

(Continued from Page Three)

used and these were drawn with action poses. Merchandise selections are improved with emphasis on the sports angle in girls' clothes. "Swirl" skirts on page 80 and "Big-and-little-sister" promotions on page 81, should create considerable interest.

Accessories, too, are highlighted in the new Catalogue. Hosiery, in addition to a dramatic promotion of our own brands, features four other nationally known brands, all in specialized sizes as well as regular. In the Women's Shoes there is a wider assortment of the newer styles in a greater range of sizes and widths, including "GLENEATON Debs" in AA width—an innovation in Mail Order.

For the woman's home interest, attention is centred in more colourful drapes and curtains and curtainings in new synthetic weaves; in new floor tilings that cover practically the whole colour spectrum, and a variety of slip covers that rival the original upholstery in beauty. New to the catalogue is the showing of "Viking" Gas Ranges for Propane, Natural or Manufactured gas. "Viking" Electric Ranges are also given top showing. Gadgets are gaining importance in the kitchen colour scheme as evidenced in the increasing number being shown in plastic and rubber—all in bright colours.

New individual items in the Catalogue include: 3-D Camera Kit with everything needed to take and view 3-dimensional pictures (stills, not movies); Revolutionary Transitory Hearing Aids that bring better hearing at lower cost—eliminating about 90% of the upkeep of ordinary hearing aids; Stainless Steel Flatware in designs encroaching upon the conventional silverware—now in open stock patterns; New Eaton "Solar" Wrist Watches with "non-breakable" life-guaranteed mainsprings; New lines of chromium-plated Kitchen con-

tainers, aluminum bakeware and pressure cookers; Outdoor Barbecue Grills and a complete line of accessories for out-door cooking; a range of tents that extends from a hiker's tent to a camper's de luxe bungalow tent; folding doors; combination aluminum doors and combination windows and screens.

Appealing to the Male are wider displays of fishing tackle and sporting goods; bicycles that include models of the English "Raleigh;" "Eatonia" Shoes that are now "sanitized;" suits in new synthetic fibre combinations; a greater range of outdoor tools and implements, including tractors and attachments, hand and powered lawnmowers in bright colours; an expanding showing of power tools and motors.

Statistically, the Spring and Summer Catalogue with telephone insert, television insert, order form and return envelope, wrapped ready to mail, is approximately one inch thick, nearly four pounds in weight.

The head office of the Bank of Commerce on King Street West, Toronto, is 412 feet high or 4,944 inches. Binding and mailing of the catalogue exceeds 5,000 per hour and at this rate requires almost six weeks for the Eastern edition alone. This means a stack of books equivalent to the height of The Bank of Commerce Building, leaves the printing every hour for almost six weeks. In addition, the Western book equals this rate for approximately four consecutive weeks.

The paper used in the complete issue amounted to nearly 7,000,000 pounds or over thirty-five hundred tons.

The three wire stitches holding the pages together used 9 inches of wire per book, requiring almost 300 miles of wire for these small stitches.

The ink to print these books was slightly under 100,000 pounds.

—Courtesy of "Flash," Toronto

Fortieth Anniversary

ALLAN A. FARQUHAR

Mr. Farquhar who celebrated 40 years' service with Eaton's on March 9, has been a multigrapher for the whole period. Five years were spent in the M.O. Sealing and Stamping, eight years in the old 164 Department, and the past 27 as a member of the Printing Plant staff.

He has a distinguished war record, having been twice wounded in the first World War and serving as a captain quartermaster with the R.C.C. Signals in World War II. He is married and has three daughters, Peggy, Betty and Ella. His son, Donald, was lost serving with the R.C.A.F. in 1943. Bowling and gardening are his two favourite pastimes.

Happy fortieth, Mr. Farquhar, and may you have many more enjoyable years with the Company.



Allan A. Farquhar

Thirty-Fifth Anniversaries

CHARLES THOMAS TRICK

On the morning of March 6, Mr. G. B. Douglass, supervisor of the Groceries, Third Floor, gathered with his staff to honour Mr. Charles Trick who celebrated his 35th anniversary with the Company. Mr. Douglass presented Charlie with a chest of flatware, "First Love," on behalf of those present.

Mr. Trick was born in Swansea, Wales. His service with the Company is made up of two years with the Foodateria, three years with the Creamery, and the past 30 years with the Service Groceries. He also served three years overseas with the XII (Man.) Dragoons during World War I. His wife is the former Jean Lang, of the Candies. When summer comes, Charlie gets a great deal of pleasure from both fishing and gardening.

CHARLES LANE

Mr. Lane celebrated his 35th anniversary with Eaton's on March 7. He has worked in the M.O. Paints, with the Engineers, and is now in the Cash Office. On March 6, Mr. H. W. Einarson, supervisor, presented him with a nest of tables on behalf of the staff as a remembrance of the occasion.

Mrs. Lane is the former Millie Ruth Chapman, also of the Cash Office. They have two sons, John and Ross. Mr. Lane is an enthusiastic curler.



Charles Thomas Trick



Charles Lane



Welcome to the Eaton Quarter-Century Club

ALFRED BRUCE CROAN

Mr. Croan has been connected with the various Men's and Boys' Clothing Departments for his full 25 years with Eaton's. Starting in Calgary, he has worked in the Stores at Medicine Hat and Moose Jaw and has been in Winnipeg for the past 13 years. He is assistant in the Boys' Furnishings.

His wife is a former Medicine Hat Eatonian. They have one daughter, Sandra. Alf's hobbies are home woodcraft, travel and sports.

At a dinner and dance held in his honour at the Marlborough Hotel on February 22, Mr. Croan was presented with a handsome camera and case by the staff. Mr. S. Hill, supervisor, made the presentation. Alf's anniversary date was February 20.

WILLIAM EVANS

Thursday, February 18, was an important date for Bill Evans, of the City Despatch, for on that morning he became a member of Eaton's Quarter-Century Club.

Mr. J. McClure, head of department, presented Bill with an electric hand drill on behalf of Departments 127, 129 and 130 and spoke very highly of Bill's work and mentioned especially how, over the years, his organizing ability had been used for putting over successfully the Despatch Curling Club, the fisherman's club, and all the other activities of the departments.

Bill is married to the former Rita Ford, of 119 Department, and has a daughter, Edith, in 147 Department, also a son, Billy, at school.

At a stag held in his honour the night before at Minto Armouries, Bill received various other attachments for his electric home workshop. The presentation was made for the group by Jack Fail.

MISS EBA CUMMINGS

"During my years of service in the Store I have worked for, and with, 23 different men and enjoyed working with them all." This was one of Miss Cummings' comments when she celebrated her entry into the Eaton Quarter-Century Club. Actually, Miss Cummings has been employed by the Company for 38 years. Starting with the Company in 1914, she spent two years in the Parcel Department and 11 years in the Sportswear. In 1929 she started again with Eaton's in the Women's Coats and Suits and has been a member of that Department ever since.

On February 28, her anniversary date, Mr. Graham Scrivener referred to the highlights in Miss Cummings' career with 244, and on behalf of the staff, presented her with a lovely coffee table. She also received many other gifts and wires from both eastern and western Canada. On March 18 the staff entertained at a dinner at the Homestead in her honour where she received a book, "Twenty-five Years with Eaton's," which was compiled by the members of the staff.

HAROLD LAKE

Harold Lake celebrated his quarter-century anniversary with the Company on February 18. He has been on the staff of the Sporting Goods Department for the past eight years and the 17 years before that were spent with the City Despatch. He is an ardent sportsman favouring curling, camping and fishing.

Born in Toronto, he spent three and a half years overseas as a sergeant with the 18th Manitoba Dragoons. Married, he has one son, Bill.

At a party held in his honour at Vasa Lund on the 17th, Harold received a Cogswell chair to commemorate the occasion. Mr. Baxter made the presentation on behalf of those present.

CHARLES ROSS STAPLES

Mr. Staples, who is head of department, Boys' Clothing and Boys' Furnishings, celebrated his entry into the Eaton Quarter-Century Club on Tuesday, February 23. Mr. Staples has come to Winnipeg just recently from Calgary where he was in the same departments (C228 and C229) for 24 years.

His staff honoured him at a dinner and dance held at the Marlborough Hotel on the night preceding his anniversary. At that time Mr. S. Hill, supervisor, presented him with a photo projector on behalf of those attending.

Mr. Staples is married and has three grown daughters. His hobbies are home handicrafts and travel. He is also interested and very active in youth, social and Sunday School work.

HAROLD WALKER

Harold Walker celebrated his 25th anniversary with the Company on March 11. At that time, on behalf of his associates, Mr. R. E. T. Whitbread presented Harold with a watch. He also received many other personal gifts and good wishes to mark the occasion. Prior to his anniversary on March 8 Mr. Walker was an honoured guest at a banquet and dance held in the St. Charles Hotel.

Born in London, England, Harold has lived in Canada for 49 years and has been on the staff of the General Office for 25 years. He is married and has one son, James, attending university. He is a keen sports enthusiast and is especially interested in football and hockey. He is a member of the Winnipeg Rugby Football Club, the Eaton Golf Club and the Eaton Public Speaking Class. Harold is always enthusiastic and his efforts as chairman of the General Office committee have added a great deal to their activities.

GORDON B. DOUGLASS

Mr. G. B. Douglass celebrated his 25th anniversary with Eaton's and the Grocery Department on Thursday, March 11.

He was presented with a beautiful all-leather golf bag on his arrival at the office Thursday morning by Mr. L. Farmer. A dinner was given in his honour on Thursday evening in the Oak Room at the St. Regis Hotel. Mr. Farmer, as chairman, read many wires and messages of congratulations received from Mr. Douglass's friends across Canada. Mr. Scraton spoke briefly. Mr. Douglass was then presented with a "car-sack" by Mr. Walter Mills, of the Foodateria. Mr. Douglass commented on how delighted he was to see so many of his old friends turn out for the dinner.

On Sunday, March 14, Mr. and Mrs. Douglass left for a southern holiday in Florida.

ANDREW McANSH BLACK

Andy Black celebrated his 25th year with Eaton's on March 11. During his service with the Company Mr. Black has worked in the City Despatch and in the Delivery where he is at present. Born in Motherwell, Scotland, he saw service during World War II as a corporal with the Army Service Corps. He is married and his hobbies include gardening and amateur woodworking.

On the morning of Andy's anniversary, Mr. Arnason, his supervisor, presented him with a power drill as a token of remembrance from the staff.

Description of Pictures on Facing Page

Left to Right—(1) Alfred Bruce Croan. (2) William Evans. (3) Miss Eba Cummings. (4) Harold Lake. (5) Charles Ross Staples. (6) Harold Walker. (7) Gordon B. Douglass. (8) Andrew McAnsh Black.



MR. A. G. BASS

Mr. Bass retired from the Company on January 16 after 39 years' service. On February 13, at a gathering in the office of Mr. A. H. Young, M.O. superintendent, the M.O. Management and the Assistants' Association presented Mr. Bass with a chrome kitchen suite. Mr. Young presented the table and Mr. Ken Smith the chairs.

Mr. Bass, who started in the M.O. Express, was on the staff of the Research Bureau from 1918 until its amalgamation with our Toronto Bureau last fall; at that time he was assistant. Good luck and good health, Mr. Bass!

So Long, Old-Timers!

MRS. ELSIE ALEXANDER

Mrs. Alexander, who had been away ill for some time, retired from the Cash Office on February 20, after ten years with the Company—four years in the Cash Office and six in the Notions. At that time Mr. H. W. Einarson, supervisor, presented her with a lovely wrist watch from the department. The girls in the department remembered her with an extra little present, a pretty sweater.

Good luck, good health and much happiness in the years to come, Mrs. Alexander.

MRS. CELIA KENDALL

On Wednesday afternoon, February 17, a dinner was held at the Homestead in honour of Mrs. Celia Kendall on her retirement. Presentation of a handbag and a cosmetic kit was made by Mr. H. McIntyre, head of department, on behalf of the Provision Board, Drug Board and Department 279, Groceries.

Mr. G. B. Douglass, in his remarks, paid tribute to Celia on her many years of service before and after her marriage. In addition to her gift from the department of a lovely brooch and earring set, she received many personal gifts and best wishes from friends and associates. On March 3 she left for Vancouver for a richly deserved long holiday.

Your Employees' Charitable Fund Makes Little Hearts Happy!

Ever wonder if what we do for others through the Employees' Charitable Fund is appreciated? Here is your answer! When the need for help for the Community of Marius, in the interlake district was made known, your executive decided that we should help. In January a ready-cooked dinner was shipped out to the school teacher for serving to the children as a special treat one day at noon. Shortly after we received the following letter addressed: "To the Employees of The T. Eaton Co. Limited, Winnipeg, Man.":

"Dear Friends: Yesterday we had a wonderful party. We had ham, peas and carrots, pickles and potatoes, buns and butter, fruit cocktail, fancy biscuits, chocolate party cake, white party cake, ice cream, apples, oranges and candies.

"We never had such a treat in our lives. Everything was so good, especially the glazed ham. It was delicious. There was more than plenty of food for all our mothers and 66 children.

"After Grace, we asked God to bless you all. In the name of all the children and our mothers, we ask you, dear friends, to please accept our gratitude and our hearty thanks.

"Yours truly, The Pupils of Marius School."

THE REAL SALESPERSON

One who can be courteous in the face of discourtesy.

One who takes a firm interest in the firm's interest.

One who keeps his word, his temper, and friends.

One who wins respect by being respectful and respectful.

Eight

One who turns up with a smile and still smiles if he is turned down.

One who understands people and who can make himself understood by people.

One who has a steady eye, a steady nerve, a steady tongue, and steady habits.

One who is silent when he has nothing to say, and also when the customer has something to say. "Entre-Nous," Montreal



Second Week's Winners—Back Row: J. Bruce, 237; Miss O. Webb, 933; Miss S. Tremblay, 222; Miss S. Stossel, 212; T. Martin, 228.
Front Row: Miss W. McRae, 926; Mrs. M. MacIntosh, 252; Mrs. N. Bennett, 203; Mrs. G. Tatam, 244.



First Week's Winners—Back Row: A. MacDonell, 232; Miss H. Sawatsky, 201; Mrs. I. Monelle, 209; Mrs. T. Gray, 239; E. Fletcher, 261.

Front Row: Mrs. E. Orr, 260; Mrs. E. Maxwell, 274; Miss W. Sear, 345; Miss H. Wells, 279.

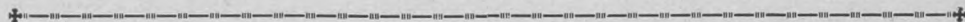
Congratulations, Winners!

Only some of the perfect sales check writers could receive an award, so congratulations, ALL writers of good sales checks! Keep up the good work!

The service departments are happy to note a marked improvement in the checks passing through their hands. Everyone has co-operated and again you have demonstrated that no situation can fail to improve under the determined onslaught of Eaton's salespeople.

When the Perfect Sales Check campaign started, it was quite easy to find horrible examples to be copied and posted on the boards with their corrected counterparts. Later these were not so easy to find. It has been suggested that if anyone who writes really bad checks should be transferred to the Accounts Office or the Sales Audit Office for a month, they would never be careless again.

Let's Continue to Give That Extra Second to Each Sales Check.



New Appointments in the Company

Two new appointments within the Company were announced following a Directors' meeting in Toronto on February 9. Mr. G. H. Peace was appointed Assistant Treasurer of Eaton's, and Mr. D. F. Wilson was named Assistant Secretary.

Mr. Peace has been with the Company 20 years, starting as an interviewer in the Budget Plan office in 1934. In 1939 he was transferred to the Treasury Department where he has been supervisor since 1950.

Mr. Wilson has had wide experience in investment securities with Toronto firms and during World War II was with the Foreign Exchange Board in Ottawa. He joined Eaton's in 1944 and has been with the Secretarial Office since that time.



Mr. G. H. Peace



Mr. D. F. Wilson



IT'S NEVER "TODAY"

Work Starts Days, Weeks,

Pick up your newspaper tonight and you'll be looking at an Eaton ad that started coming into being over ten days ago. Pick up an Eaton Flier and you're handling a group of ads that took over three weeks from start to finish. And for a BIG affair like a Trans-Canada Sale — ads are two to three months in the preparation. No wonder we say it's never "today" in City Advertising—today's ad was done long ago! They work a long way ahead up there on the eighth floor — and Spring may come early to City Ads, but so does Christmas!

Starting at bottom left and reading clockwise, these pictures will give you a very good idea of the time and effort that go into the production of an Eaton "ad."

1—"Copy," the items to be advertised, is brought up to "City Ads" by Betty Glazier, of the Sixth Floor Merchandise Office, and handed in to Eldred Ormond. Copy comes up ten days ahead of the selling date.

2—Roy Sotham, head of department, studies the "Allotment Sheet" which lists the amount of space each department is booked for—then draws up a small "dummy," marking off position and size of each department ad.

3—Ernie Foster, artist, puts the finishing touches on a page layout. This is a full-size sketch of how the page is to look with artwork and headings in place. Drawing up an eye-catching layout is a highly specialized job.

4. Winnifred Dark, fashion artist, gets to work on a drawing. Not visible in the picture, a battered, headless mannequin whom Win's skill will transform into a willowy and elegant creature of fashion!

5—Part of the time a copywriter is out around the Store looking at the merchandise she is to describe. Here, Helen

Ten





IN CITY ADVERTISING

Even Months Ahead!

Crawford has returned to her desk and is writing her copy with the aid of a "dittoed" layout so she can judge the amount to write.

6—The advertising copy has been written and typed on copy forms. It takes special skill and experience, like Joe Trainor's, to "mark up" the copy with instructions to the printer as to kind and size of type.

7—The finished art work has gone to the engravers and comes back as metal cuts. Ross Teal and Joan Parks, of the Production Section, check the cuts against the layout. Production looks after all merchandise for sketching, is in charge of getting finished cuts.

8—Those headings of white letters on black grounds you see in Eaton ads are set up right in the office. Johnny Magnusson operates the headline machine in a tiny "darkroom."

9—In the "cut room" all cuts and plates of artwork are filed. Here Paul Herriot hunts up a needed cut, while Johnny Magnusson runs off the duplicate layouts which are needed by copywriters and production staff as they work on a page.

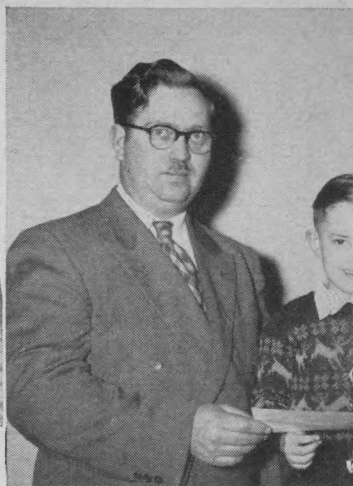
10—Here's where Truth and Accuracy in Eaton advertising really get checked. Mary Ewing, proofreader, casts an eagle eye over a page proof. Each department must OK its own ads, then the complete ad is checked over and over again by proofreaders.

11—It takes a lot of measuring, a lot of bookkeeping to run the "advertising costs" side of the office. Miss Antoinette Patenaude measures an ad here, will translate her figures into advertising dollars and cents.

12—Across the page you saw the department copy arriving—first step in the preparation of an ad. Here the finished ads go out, as Emile Bonneteau takes a pile of newspapers down to the executive offices. Mark Westmacott, up for 272 Department papers, studies their ad.

(Contacts thanks the staff of City Ads for their co-operation, and especially Miss Betty Sparling, for her generous assistance.)





BOOSTER

On the evening of February 19, at the Olympic Rink, the Eaton Hockey League staged its annual Exhibition Booster Night. The game took place between the Red Wings, representing the Store, and the Gremlins, for the Mail Order. The result is history now, the Store winning by the score of 6-4. The sum of \$450.00 was realized by the March of Dimes Fund for Polio, thanks to the attendance of over 1,000 enthusiastic spectators. This amount is over and above the \$1,500.00 which was presented before the game to Mr. Karl Slocomb, chairman of the March of Dimes Fund, by Mr. Ian Wood, president of the Eaton Employees' Charitable Fund.

The opening face-off took place between Mr. Bruce Sutherland, staff superintendent, for the Store, and Mr. A. H. Young, M.O. superintendent, with Mr. Karl Slocomb dropping the puck. The first period saw some fast and furious hockey ending with the score tied at 2-2. During the second period the Mail Order team seemed to have the edge in play, being ahead 4-2. The third period, however, saw the roof fall in on the Mail Order team as the Red Wings, led by L. Kull, scored four unanswered goals. Kull bagged two and assisted on another. K. Murray counted once and D. McGhee rammed in his second goal of the night. D. Gray scored first for the Red Wings. B. Michaleski, R. Thompson, D. Gibson and G. Hamilton scored for Gremlins.

As soon as the final whistle had blown, the new Bruce Sutherland trophy, which is for annual Booster Night competition, was presented to the captain of the Store.





NIGHT

By Walter McDonald



team, Ted Creran, by one of the Eaton Hockey League's past members, Eddie Lane, who was stricken by polio last summer. Also watching the game from the sidelines with Eddie Lane was another Eatonian, the popular Johnny Bryant who was with the Elevators in the Mail Order prior to being hit by the polio bug last summer. It certainly was good to see these fellows looking so well and able to enjoy a bit of the outside life. We all hope they will be back in our midst soon.

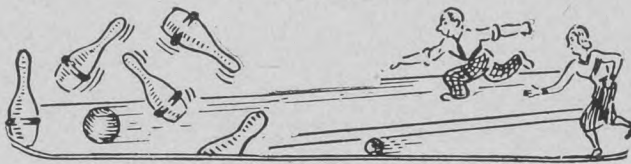
Prior to the opening whistle of the game, a very fine exhibition of fancy skating was given by Miss Joan McInnes to the music of St. Louis Blues March. I am sure everyone enjoyed the wonderful exhibition which Miss McInnes gave, despite very soft ice due to the unseasonably mild weather which we had around that time. During the first intermission a very good display of speed skating was put on by four American stars, Bob Magnay, Vern Kappis, Frank Stack and Gordon Audley. The race was won by Stack, Kappis, Audley, in that order. The race was described by Mr. W. S. Cunningham, of the Winnipeg Speed Skating Club.

During the second intermission a novelty relay race took place between the Selkirk Order Office, composed of Wally Reid, Jim Stewart, Lorn "Twinkle Toes" Jackson and Ted Black, and the Store team from Department 267,

(Continued on Page Sixteen)

Eaton's Mixed Five-Pin Bowling League

By NORM HENRY



Well, here I am again with your scores that are good or bad.

Division One—Team high scores have been as follows: Sparklers, 3,148; Nomads, 3,111; Winsomes, 3,081; Fixers, 3,063. Ladies' high scores are: Betty Greenwood, 758 (305); Helen Andrews, 750 (281); Siggy Breckman, 722 (254); Mary Matthews, 718 (253). Men's high scores are: Harry Sheidow, 740 (250); Art Wright, 746 (283); Roy Leveque, 726 (273).

Division Two—Team high scores are as follows: Scotties, 3,091; Fuzzies, 3,073; Rip Saws, 3,014. Ladies' high scores: Elsie Craig, 806 (330, 334); Betty Lutz, 724 (283); Irene Daniel, 695 (281). Men's scores are: Maurice King, 805 (286); Tom Kolt, 773 (331); Stan Smith, 772 (279); Ernie Wall, 705 (303).

Division Three—Team high scores are as follows: Eagles, 3,062; Pat's Punchers, 3,055; Five Spots, 3,029. Ladies' high scores: Audrey Smith, 768 (325); B. Stevenson, 757 (300); Ann Anderson, 750; G. Chatten, 727. Men's scores are: Bill Liver, 850 (318); Len Povey, 748 (366); P. Fellowes, 740; Cy Napier, 707.

Division Four—The high scores in this division have been very good. Team scores are: No Blows, 3,020; Repeaters, 2,918; Rustlers, 2,856. Ladies' scores are: Marg Mitchell, 762 (274); Dorothy Martin, 750 (285); Ann McCaffrey, 724 (313). Men's scores are: Dave Mackie, 707 (258); Joe Green, 708 (299); Bill Hogg, 690 (280).

Division Five—Team high scores are: Panthers, 2,972; Zeros, 2,959; Zippers, 2,873. Ladies' high scores are: D. Jones, 724 (269); Signi Johnson, 695 (270); Emily Ogrodnick, 641 (257). D. Jones now has the ladies' high three, 856. Men's high scores are: Bill Mitchell, 800 (395); Frank Crosley, 763 (279); Jim Stewart, 739 (291); Bill Mitchell now has the men's high single of 427. The Panthers have the team high three, 3,244.

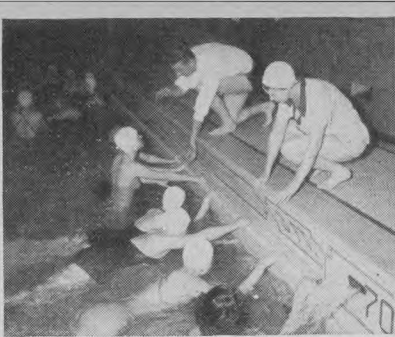
Division Six—Team high scores have been as printed, Westerners, 3,036; Money Bags, 2,889; Blowouts, 2,721. Ladies' high scores are: Jean Miller, 689 (337); Jean Benvie, 694 (262); Shirley Gibson, 665. Men's high scores are: Dan Tomes, 749 (312); Sam Bailie, 744 (296); Ken Aikman, 716 (291); Jim Bewick, 703 (287).

Division Seven—There are no high team scores for this division. Ladies' high scores are: L. Aylen, 718 (331); S. Komar, 669 (308); J. Bain, 642 (247). Men's high scores are: J. Reid, 733 (276); R. Puttaert, 670 (256); S. Olson, 650 (245).

Division Eight—Team high scores are: Tenderknits, 2,672; Minx, 2,518; Ramblers, 2,571. Ladies' high scores are: Johni Johnson, 658; Phyllis Mealing, 622; Lil Bennett, 606. Gents' high three: Chas. Sanders, 648; John Bruhart, 637; Henry Kondret, 627.

STANDINGS—End of the Second Series

	Series' Winners	Men's High Single	Men's High Three	Ladies' High Single	Ladies' High Three	Games High Single	Games High Three
Division One	1. Outlaws 2. Winsomes	W. Mills 412	G. Bennet 956	H. Tarry 446	T. Kimok 929	Outlaws 1281	Outlaws 3443
Division Two	1. Fuzzies 2. Twenty-Niners	E. Craven 402	J. Stancove 894	F. Koslok 379	P. Scarth H. Kerocher 882	Scotties 1267	Scotties 3314
Division Three	1. Pat's Punchers 2. Monarchs	L. Povey 402	P. Fellowes 910	J. Justice 392	E. Mills 867	Eagles 1288	Whirlwinds 3451
Division Four	1. Rustlers 2. Tryhards	J. Green 425	L. Reed 929	D. Jenner 379	A. Cummings 888	Meteors 1198	Meteors 3088
Division Five	1. Jeeps 2. Buffalors	R. Desrosiers 370	B. Inch 983	R. Lemoine 371	M. Freeman 855	Zippers 1159	Buffalors 3166
Division Six	1. Dandies 2. Playrites	S. Bailie 329	A. Beavis 837	H. Block 357	V. McKinnon 811	Trotters 1099	Playrites 3030
Division Seven	1. Bombers 2. Nationals	A. Okrainec 389	J. Reid 860	L. Aylen 381	J. Erickson 832	Bombers 1158	Rovers 3103
Division Eight	1. Pic Ups 2. Whispers	L. Hollingsworth, 402	L. Hollingsworth, 945	J. Beech 343	E. Fredericks, 767	Ink Spots 1103	Minx 3137



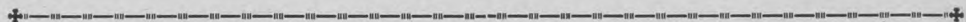
Swim and Golf Lessons Successful Again This Year

Another of the activities arranged by the Recreational Advisory Board is the course in Swimming and Water Safety. Every Tuesday from 5:30 to 7 p.m., 117 girls gather at Sherbrook Swimming Pool and don their swim suits for an enjoyable and educational evening. The course of instructions is conducted by members of The Manitoba Red Cross Water Safety Division, under director Bill Le Blanc. Among the instructors is Eatonian Ray Senez, Refrigerator Service and Repair, Alexander Warehouse.

The series of ten lessons began February 16 and will continue until Tuesday, April 6. At that time, for those who wish to take them, the Canadian Red Cross Society will give tests. Marks obtained in these tests will be credits for the Water Safety Badge issued by the Society.

Also very popular with the fair sex are the group golf lessons conducted by pros Les Beaven (Pine Ridge) and Len Harvey (Assiniboine). The 86 girls participating are divided into approximately eight groups which meet at different times during the week.

It's too late to get in on these activities this year, girls, but keep them in mind so that next winter, when the winds begin to howl, you can participate in these summer sports.



Junior Council's Efforts Rewarded

Among the various projects undertaken this season by Eaton's Junior Council, was the dressing of dolls from remnants and scraps which they had in their own homes. The girls decided that this year, rather than everyone making something different, they would all concentrate on the same thing, and that prizes would be awarded for the best efforts. Then the dolls would be distributed among various children's welfare institutions.

The pictures show the results of the Councillors' active imaginations and nimble young fingers. The four winners are pictured separately and the judges, Mr. F. O. L. Wicks (Millinery), Miss Betty Sparling (City Ads) and Miss E. French (Misses' Dresses) categorized them as follows: Most complete wardrobe, the baby doll. Greatest fashion appeal, the little lady in the formal. Best workmanship, Raggedy Andy. Greatest ingenuity, the little rag stocking doll. The prize winners each received merchandise certificates and now the dolls are sleeping each night with some little tot who could love any one of them.



Eaton Scholarship Winner off to London, England

What becomes of Eaton's Good Deed music scholarship winners and how do these talented youngsters fare in the future? Here is a story of a little blonde girl who received her scholarship seven years ago on the stage of the Metropolitan Theatre of Winnipeg and continues to climb the ladder of success. When this little girl began to take lessons in piano from Mr. Leonard Heaton—her third piano teacher—Mr. Heaton, charmed by the playing of his newly acquired pupil, promised her a brilliant future and the winning of a great many additional scholarships. By now Constance Voth is a well-known figure in the music circles of Winnipeg and was acclaimed as a real artist during her concert tour of Western Canada a year ago. The music critics from Winnipeg to Victoria, B.C., had nothing but praise for her outstanding performances—and indeed she made the piano sing!

Last year Constance won the top scholarship of the Women's Musical Club of Winnipeg and the second scholarship awarded by the Registered Music Teachers' Association. She also won the Sarah Heppner Scholarship. Last fall she was winner of the most coveted scholarship of all: the three-year scholarship awarded by the Royal Academy of Music of London, England. She is leaving for England this summer.

On April 13, Mr. Leonard Heaton presents Constance in a recital at Young United Church (Broadway and Sherbrook St.). It is an all-embracing concert of classic, romantic and modern composers, and if you are a lover of music, you'll make it a point to be there.

Winnipeg is rapidly developing into the music centre of Western Canada and our symphony orchestra, the yearly Musical Festival, the Male Voice Choir, the Royal Ballet, are well known and appreciated by all of Canada.

In spite of the fact that the radio of today offers us the very best in music, people still flock to our celebrity concerts



Constance Voth

and to the concerts of our own symphony orchestra. It is a rare aesthetic treat to attend the gala performance of the winners of various trophies of the Musical Festival.

Music affects us all as individuals and even as nations. Nursery rhymes are followed by simple folk songs in our childhood; then come carols and church hymns. The latter leads us to appreciate cantatas and oratorios. We then learn to love the lilting melodies of operettas by Gilbert and Sullivan, Rudolph Friml and Victor Herbert. Thus we gradually acquire a taste for better music and begin to enjoy the great old masters' symphonies, concertos and sonatas. Music, no doubt, makes for a happier and brighter life.

See you at the concert!

BOOSTER NIGHT

(Continued from Page Thirteen)

composed of Elsie Brownridge, Owen Davies, John Askew and Walter Ritchie. Department 267 ultimately won the race. During this race there were a number of clowns on the ice who gave a display of how not to skate.

Helgi Johnson, president of Eaton's Hockey Club, wishes to thank all those who so unselfishly gave their time to make the Booster Night a big success, with a special thanks to Mr. B. Sutherland, Mr. T. P. McBryde, Mr. D. McPherson and Mr. Stan Parker (M.C.), and not to forget Mr. T. M. Miller who brought an extra supply of blankets for our special guests, Eddy Lane and Johnny Bryant.

Mail Order Gremlins—Goal, K. Gibson; defence, D. Gibson, A. Monk, J. English and P. Frieson; forwards, R. Thompson, J.

McLean, B. Michaleski, G. Glazier, J. Best, G. Hamilton, N. Smith, L. Domanski and R. Briscoe. G. Hamilton, coach; Ernie Wall, manager.

Store Red Wings—Goal, F. Philpott; defence, D. Gray, G. Quinn, D. McPherson and A. Sellan; forwards, L. Kull, K. Murray, D. Atkins, R. Campbell, H. Condon, T. Creran, J. Tyler, A. Lemire and D. McGhee. D. Thomson, coach.

EATON LADIES' GOLF CLUB

Membership Tickets \$1.00

On Sale April 6 to 16 Inclusive, from
Lil Greenberg, Dept. 116, M.O.
Connie Hancox, Staff Relations

Keep May 12 Open for
Opening Field Day



At Left—McGee Cup Winners: Johnny Johnston (46), skip; George Agnew (1747), third; Roy McDonald (61), second; Percy Thompson (344), lead.
At Right—The Runners-up from the Printing Plant: Bob White, J. Barker, R. Levesque, L. Reed.

Johnny Johnston Wins in 31st Battle for McGee Trophy

In one of the most exciting games the McGee Cup final has seen, Johnny Johnston and his rink squeezed out Bob White's Printing Plant foursome 14 to 13 after an extra end. The win should be quite a set-back for the Scotch as the winning rink is made up of three Irishmen and one near-Irishman.

Congratulations are due to both rinks for reaching the finals after a trying battle with the weather and 90 other rinks. The whole Eaton curling contingent is looking forward to the day when artificial ice will give them six months of uninterrupted curling.

FREE to all Members of Eaton's Men's Curling Club

ANNUAL WIND-UP, April 6, at 8 p.m.

at the Grain Exchange Curling Club—Buffet Lunch—Entertaining Program—

and don't forget your Club's **ANNUAL MEETING**, April 21, in the Club Rooms, Mayfair Ave.
It's your Club and your responsibility.



Ian Wood, president of E.E.C.F., presents cheque for \$1,500 to Karl Slocomb, chairman of the Manitoba March of Dimes.

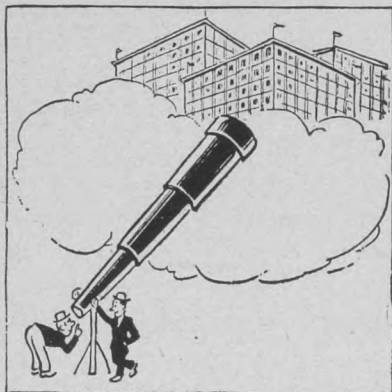
YOUR E.E.C.F. REPORTS

At a recent meeting of the Eaton Employees' Charitable Fund, the committee approved the following donations:

Canadian Red Cross.....\$8,000
Boy Scouts Association..... 750

Girl Guides Association.....\$ 500
March of Dimes..... 1,500

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

5c to \$3.00 Department—By M. McCance

Miss Sheila Lampkin was married to Mr. Clarence Knutt in St. Stephen's-Broadway Church at 7:30 p.m., on February 27. Sheila's gift from the department was a pair of coloured sheets. Our very best wishes for the future, Sheila.

Miss Beverley Aphskrum received a lovely diamond ring from Mr. Wilson Irwin. Our best wishes to the happy couple.

We are glad to report that Miss Mary Whelan is recovering from her bout with pneumonia. Keep up the good work, Mary. Hope to have you back soon.

Congratulations to Miss McRae, of our Drug counter, on winning a prize in the "Correct Bill" contest.

Foodateria—By Ruth Morris

Congratulations to Shirley Smith who received a lovely diamond, March 18, from Wilf Leeson

Glad to see Sam McBeth and Mr. Cassie back with us after their illnesses.

Meats

Congratulations to Olive Robson who is wearing a lovely diamond. The lucky guy is Bob Gray. Best wishes, Olive.

Glen Rushton, who has been hospitalized for several weeks, is now home and recuperating nicely. Hope you will be back soon, Glen, we are thinking of you.

Congratulations to our own Dave Gray who was a member of the Store all-star hockey team which beat the Mail Order. Dave scored one of the best goals of the night. Nice work, "Rocket."

Iona Chorney has left the department for greener fields. The girls held a party for her and a presentation was made. Good luck, Iona.

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MAIN FLOOR

Books and Stationery—By M. C.-Lawton

Deepest sympathy to Pauline Porznak on the loss of her grandmother.

One Wednesday afternoon there was a bowling party and what a party! The teams were to be drawn out of a hat and we still don't know how all the Irish got on the same team and got along so well together.

Margaret Mundrick won for high lady, Bill King for the men, and Ray Monteith had the

Eighteen

winning team. Nearly everyone else got a prize for this 'n' that, the only dismal thought was expressed by one of the better bowlers. Mourned he, "I didn't even get a prize for effort."

The afternoon was very much enjoyed although the memory of creaking joints reminded some of the once-in-a-while bowlers, that "time marches on."

Engaged: Pauline Porznak to Ralph Kraychek.

On the sick list: Mary McIlveen and Jean Cormack.

Notions—By V. Gillespie

We are happy to have Mrs. Sadie Dawson and Mrs. Jessie Bakeman back with us again after being on the sick list for a while.

We, in the Notions Department, are going around with our chests out, as on Saturday, March 13, we all became proud parents to a batch of kittens that the Store cat had in one of our section's duster drawers.

Drugs—By C. O'Kelly

Edith Addy, Yardley demonstrator, left us to be married, and will be leaving Canada with her husband for his home in England. We wish them much happiness. She received a beautiful compact from the department.

Betty Webb, Tussy demonstrator, also left us. She will be making her new home in Edmonton. Her gift was flatware toward her set.

A dinner was held at Llentrad Harbour in honour of these two girls.

We hope Vic Weston, Photo Studio, will soon be feeling better. His doctor has ordered a complete rest. We shall be glad to see him back.

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SECOND FLOOR

Fancy Goods—By Mabel Deacon

We are glad to welcome Mr. J. Hobday back to work after an absence of ten days with tonsillitis.

Miss Leona Mathieson had the misfortune to fall on the icy street and sprain her wrist, but after a few days absence was able to return to work.

Handkerchiefs, Scarves and Neckwear

By Sigrid M. Jensen

This has been "Adieu" month in Department 203. The Fashion Accessories' gals were sorry to see Joyce Larkin leave, while the Blousesettes lost Valerie Powell. Our good wishes go to both girls.

A speedy recovery wish to Miss Florence Hyde and Mrs. Barbara Binnington who recently underwent operations.

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THIRD FLOOR

Sporting Goods—By D. McGee

Congratulations were in order when the staff, with their wives and lady friends, gathered at Vasa/Lund, February 17, to honour Mr. Harry Lake on his 25 years with the Company.

Mr. Barry spoke on behalf of the department. Mr. Baxter presented Mr. Lake with a green Cogswell chair from the department. A good time was had by all.

Congratulations to Mr. Al Mellis on reaching the semi-finals in the Manitoba curling bonspiel, Canada Packers' event.

Bessie Towall has returned to the fold after her recent illness and we are all pleased to see her looking so well.

Meats—By Hilda Mensforth

A delightful luncheon was arranged at the Homestead on February 24 in honour of Miss Shirley Stewart, a bride-elect of March 25. Covers were laid for 18. After lunch Miss Nona Carrothers, on behalf of the ladies present, presented the guest of honour with a satin-bound blanket.

On March 10, Mr. Morrow, in the absence of Mr. Hodgson who is holidaying in Florida, presented Shirley with a blue chenille bedspread on behalf of the staff. Best of luck, Shirley, in your new life on the farm.

We are happy to have Frank Cooper back with us after his recent operation.

Tommy Poole is still on the sick list. A delegation of ladies called on him to cheer him up and had a lovely visit. Hurry and get well, Tommy, we want to see you back on the job.

Groceries—By Mary Phillips

Congratulations to Miss Hester Wells who won \$2.00 for a perfect sales bill. Nice going, Hester.

Still on the sick list is Marge MacFarlane. Hope you are feeling better, Marge, and will be back with us before too long.

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FOURTH FLOOR

Beauty Shops—By S. Proctor

Sorry to hear that our Kay Houston is laid up again, this time with a fractured leg. Kay, we are all pulling for you—cheer up!

Welcome back to Mrs. E. Findlay after her spell at the hospital. Glad to see you are looking so well.

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SIXTH FLOOR

General Office—By Geneva Hayward

The St. Charles Hotel was the scene of a lovely banquet, March 8, given in honour of seven guests who are celebrating their 25th anniversaries this year. Mr. G. Bell introduced our speaker, Mr. R. B. T. Whitbread, who, in his friendly entertaining way, paid tribute to charming Sybil Hannesson, good dancer Harold Walker, athlete Jack Woods, industrious Fred Butland, bowler Jack McGavin, curler Earl Ramsay, and bachelor (good cook) Frank Lamont. Mr. Ramsay was proud to reply as he was the oldest guest of honour and only grandfather.

The sing-song was led by whiz Mr. Bruce Sutherland and assisted by that accomplished accompanist, Larry Thomson. The girls favoured Mr. George Lovell with "Let Me Call You Sweetheart," The "Old Grey Mare" was rendered by the head table, and by special request, "There Is a Tavern in the Town" was sung for Mr. J. Brown, and "Cruising Down the River" for Mr. G. Boyd.

Cliff Gardner entertained with what you might, or might not, want to see on television. In our opinion his rendition of Johnny Ray was better than Johnny Ray.

This very happy and enjoyable occasion wound up with a dance. There were 80 present and many thanks to those who made it a success.

We miss Ruth Rheubottom, nee Ruth Ritchie, who left February 26. She was the recipient of a lovely handbag and pin and ear-ring set. All the best in your new career.

March 13 was the big day for "Sweet 16" Eileen Hewitson when she became Mrs. Alan Law. Mr. G. Bell extended our best wishes and presented her with an electric kettle and steam iron.

We welcome two newcomers, Arlene De Wet and Janet McKinnon, to the G.O.

Sales and Expense Office—By Isabelle Hanna

There have been numerous changes since our last report to Contacts—so here goes.

Our loss is someone's gain: Ken Smith is now head of department for Staff Training and taking Ken's place as 100X assistant is Alan Finnogason. Congratulations, gentlemen.

To Valerie McAmmond and Phil Henderson we have said good-bye. To Olive Hoack, Evelyn Fulcher and Alan Adams we say "Welcome to our corner."

Best wishes to Joan Tassie who was married February 27 to George Pacquette, a member of the R.C.M.P. At present Joan and George are honeymooning in New Orleans.

We have a sun-tan girl amongst us—Betty Clarke was enjoying the Florida beaches and sunshine.

Carpets and Floor Coverings—By G. McLean

Congratulations to Joe Green on winning the high single in bowling. Always knew you were a good bowler, Joe.

We are all a little envious of Joe right now. He has gone on a three-week vacation to New Orleans and California. Hope you are enjoying the sunshine and warm weather of the south.

We all hope that Mr. Jephson, our supervisor, is enjoying his holiday in Florida with Mrs. Jephson and the two daughters, Shirley and Dianne.

Our deepest sympathy goes to Mrs. Ethna Taylor in the loss of her father, Mr. Beale.

Draperies—By Shirley Hetke

Cupid has been around here lately and we have two new engagements to report. First, Betty Alexander—the lucky man is George Burger. Next, Joyce Monkman—her fiancé is Constable T. J. Collins of the R.C.M.P. Our congratulations and best wishes to both.

Pleased to report that Daisy Zetterstrom is back with us once more after another stay at the General. Hope you are feeling better.

Sorry to report that Reta Booth, of our Interior Decorating Office, is away ill. Hope you'll be up and around soon.

Booster Night was a big night when our department came in first in the relay race. Our thanks to Mrs. Elsie Brownridge and Messrs. Walter Ritchie, Owen Davies and Johnny Askew.

Welcome to our staff, William (Bill) Beckett from our Workroom, and Albert Coyne.

* * *

EIGHTH FLOOR

Budget Plan—By E. Tamplin

Congratulations to Ann Husko who received a lovely diamond from Rolly Crull on the 14th of February.

We were sorry to say good-bye to Ruth Newman, who is now making housekeeping a full-time job, and also Dorothy Johannesson who left for another position. Ruth received a clothes hamper from the department. Dorothy was given a train case from the department and a lovely compact from the girls in her section. Best of luck to you both, gals.

We are glad to see Mrs. Eveline Cassidy and Shirley Siddon back with us again after a bout in the hospital. Sorry to report that Mrs. Mary Stark is now on the sick list.

Sales Audit and C.O.D. Office—By Pat Giles

Our best wishes to Joan Tyler who was married to Ted Prokopanko on March 13 at Harrow United Church. Joan received a chenille bedspread from the department. A shower was held in her honour by Lorraine Moulin.

Two of our girls have received lovely diamonds. They are Shirley Kelly and Audrey Kramble. The lucky fellows are Emerick Bonne and Robert Pierce. Congratulations to you all.

Sorry to report that Joyce Baldwin is ill in hospital. Hope you will be up and feeling better soon.

A speedy recovery to Ann Finlan and Norma Wilkes who are on the sick list.

We are pleased to see Jean Jenkins and Margaret Woods back following their recent illnesses.

Congratulations to Mr. and Mrs. Paul Lamoureux (nee Molly Boris) on the birth of a daughter, also to Mr. and Mrs. Wally Trotter (nee Alice Mills) on the birth of a son.

D.A. Office Chatter

Our very best wishes for future happiness to Miss Marge Webb who received a beautiful diamond from Jeffrey Austin. We hear wedding bells will ring in March. We think Jeff is a lucky fellow, and our congratulations go to both of you.

The girls gathered at the Paddock to shower Marge with a bedspread and blankets on March 17.

We would like to offer our deepest sympathy to Miss Teena Natalona on the loss of her mother.

City Advertising—By Ethel Pratt

The City Advertising Department welcomes two new members to the staff: Eugene Ristau in the Art Department, and John Magnusson in Production.

Feature special! The stork hovered over Russ Cooper's house on February 22 and deposited a husky son, Randall James. Congratulations, Russ!

Provision Order Board—By A. Atkin

Welcome back to Wilma Kautz, Helen Studham and Frances Joba who have been on the sick list.

Deepest sympathy to Mrs. M. Robertson in the loss of her brother.

Telephones

Cyril Milson, our favourite non-Eatonian and "Mr. Telephone" here the past 20 years or more, has been on sick leave since the first of the year. We're trying to keep things going while you're away, Cyril, and are all hoping to see you back soon.

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ELEVATOR UPS AND DOWNS

By Agnes Reese

Best wishes to Helga Austman who became engaged to Allan Evans.

Eleanor Loeb, part-time operator, left on March 13 to do housekeeping full-time. We will miss you, Eleanor.

Sorry to report that Herb Drayson is out sick. We hope you will be well again soon and back with us.

Welcome to the following new members: Arlene Dickson (transferred from M.O. Cash), Ellen Flewa and W. Mitchell. A happy stay to all of you.

Joyce Pincosky who has been with us for the past few months, has transferred to the Candy Department. Good luck to you, Joyce.

In The Mail Bag

SECOND FLOOR

M.O. Packing, Assembly and Money Returns
By F. Spice

Congratulations to Mr. and Mrs. D. Skidmore on the birth of a daughter on March 1 at the Maternity Pavilion of the Winnipeg General Hospital. Mr. Skidmore is in the Mail Order Electricians' Department.

Bill Clay became a granddad on March 10. Proud parents of a bouncing 8-lb. 9-oz. son are Mr. and Mrs. R. W. Clay.

Miss Helen Doerksen left on March 9 to be married at a later date to John Klassen of Altona, Man. Before leaving, Helen was presented with a lamp, boy and girl figurines, and other gifts from her friends on the Third Floor. Best of luck to you both.

* * *

FOURTH FLOOR

M.O. Women's Shoes—By L. Shadbolt

Sixty-five business associates and friends attended a dinner at Llentrad Harbour, February 24, to honour Mr. and Mrs. K. M. Sutherland prior to their departure for Toronto.

Mr. L. W. Houston was chairman and spoke of the honorable ancestry of the Sutherland clan, the most notable fact being, to the best of his knowledge, not one of the Sutherlands had ever been hanged.

Mr. J. Gibson presented Mr. Sutherland with a camera from the Department, along with a flash attachment from the group attending the dinner.

Mr. J. McCulloch presented Mr. Sutherland with a pen and pencil set on behalf of the suppliers in Winnipeg.

Mr. J. F. Gargett then presented the guest of honour with a Blue Bomber tie to wear at the next Grey Cup game, also pinned bomber buttons with the colours on both Mr. and Mrs. Sutherland, and as a final touch, gave him a cow bell to ring at the game.

* * *

FIFTH FLOOR

M.O. Women's Accessories and Millinery
By B. Murray

It was a wonderful evening and we all had a good time, was the unanimous opinion of everyone who attended the party held on

Twenty

March 3, at the Homestead, honouring Kay McLennan and Muriel Fraser who, at present, are holidaying in the U.S.A. Our best wishes for a grand holiday, girls.

M.O. Drugs—By B. Dixon

Glad to be able to report that Miss C. Fenwick and Miss P. Thompson are both back on the job after a rather lengthy illness.

By the way, does anyone know who "Essie" is? If not, be sure and come to the Playhouse Theatre on April 7 or 8. After that we can relax. It had better be good.

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SIXTH FLOOR

M.O. Men's Clothing—By F. Paget

We extend our sympathy to Stan Smith in the passing of his sister.

Congratulations to Yvonne La Fortune, a newcomer to our staff, who received a lovely diamond. Best wishes.

M.O. Piece Goods

Congratulations to Marg and Lars Wass on the birth of their twin daughters, Barbara Lynn (5 lbs. 15 oz.) and Bonnie Marie (4 lbs. 4 oz.) at Grace Hospital, February 23.

* * *

SEVENTH FLOOR

M.O. Sportswear—By Mary Kurdydyk

Friday, February 12, a gala farewell party was held at the home of Mr. J. Johnston, head of our department, in honour of Mr. Gould who has been transferred to Toronto. A presentation of a golf bag and table lamp was made. A lot of fun was had by all.

On February 20, Mr. Gould's last day in the department, Mr. Johnston presented him with an end table on behalf of the staff. Good luck and best wishes to Mr. Gould. We'll miss him.

M.O. Women's Dresses

By M. Carriere and M. J. Neil

Congratulations to Ann Paul whose marriage to Alan Broadhurst was an event of February 20. Ann was presented with a gift of a pop-up toaster and cups and saucers from the staff. Our best wishes to Ann and Alan Broadhurst for the future.

M.O. Budget Plan—By P. Young

We were sorry to say good-bye to Shirley McPhee who left February 20. Shirley received a flash camera from the department. Our best wishes go with you.

Jack Geddes' stay with us was rather short but an enjoyable one. Jack is back in Department 174 again.

Doreen Deschamps and Flo Carroll held a miscellaneous shower for Dolores Deschamps on March 4. Dolores is going to be married to Raymond Began on April 21.

We are glad to see Audrey Grant back after her recent illness.

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EIGHTH FLOOR

M.O. Correspondence—By Dorothy Marchand

We all hope Frances Walker does well in her new surroundings. Frances left us March 6 and was presented with a lighter and silverware from the department along with other lovely gifts from her friends.

M.O. Copying—By M. Shepherd

Blankets and pillow cases were presented to Anita Carriere when she left the department to be married to Bob Peacock on March 6 at St. Vital Church. Mr. and Mrs. Peacock will be residing in Victoria, B.C.

We wish Pearl Godin a speedy recovery from her recent appendix operation.

M.O. Complaints—By J. Baynes

The Homestead was the place chosen for a dinner honouring a charming lady, Alice Sherman, who became Mrs. Arnold Burnie at St. James' United Church, Saturday, March 6. About 22 friends were present and Alice was presented with blankets and linen as well as an iron, the gift of the department. We all wish Mr. and Mrs. Burnie many years of happiness together.

A former member of Department 118, Mrs. Jean Cormie, became the proud mother of a wee baby girl, Elizabeth Gloria, at St. Boniface Hospital, March 7. We are happy to know Jean and Elizabeth are doing fine. Congratulations to the proud parents.

Congratulations to Jack Day on his appointment as assistant in Order Office Supervision. We all wish Jack the best of luck in his new work.

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NINTH FLOOR

M.O. Men's Furnishings—By D. Dee

We are sorry to report Mrs. Jessie Miklash is at present in Victoria Hospital, having undergone an operation. Our very best wishes to you, Jessie, for a speedy recovery.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By A. Surbey

Words cannot express our loss from the sudden passing of our manager and friend, Mr. R. J. Brown.

His energy and Irish lyrics and humour will ever be remembered by us all. The department extends its sincere sympathy to Mrs. Brown and children in their sad loss.

* * *

PRINTING PLANT

By M. Torrance

Congratulations and best wishes to Mr. Allan Farquhar who completed 40 years of faithful service with the Company, March 9.

Good luck, good health, good weather on your holiday, Mr. and Mrs. Hughes, as you tour parts of the United States. We wish you a pleasant and happy journey.

A number of the men from our department have been ill for some time now. To those who have recovered: "Glad to see you back at work;" and you who are still absent, "Good luck for a speedy recovery."

It was with regret that we received word of the passing of Mrs. Arthur Farrow, wife of a retired member of our staff. Our sympathies are extended to Mr. Farrow and family.

Sympathy is extended to Mr. and Mrs. J. Shaski in the loss of their infant son.

HO!

(By a Member of Our Staff Who Wishes to Remain Anonymous)

Sing Ho! for the job of a clerk!
Sing Ho! for the job of a clerk!
Sing hey nonny nonny
For a life that is bonny,
Sing Ho! for the job of a clerk!

Let scientists look for uranium rocks.

I'll sell cuff-links and diamonds and clocks!

Let globetrotters trot to Páree and 'Stanbul,

I'll sell rug-hooks and patterns and wool!

Let authors write prose that will last thro' the ages.

I prefer birdseed and budgies and cages!

Let others go down to the sea in ships,

I'll sell nightgowns and girdles and slippers!

Let pilots go flying from here to Seattle,

I'll sell bootees and maybe a rattle!

Let psychologists wander around in our minds,

I'll sell gromets and cup-hooks and blinds!

Let painters paint pictures as well as they're able,

I'd rather sell light bulbs and lamps for a table!

Let others go scaling Mt. Everest's peak,

Down-payments and budgets are thrills that I seek!

So, Ho! for the life of a clerk!

Sing Ho! for the life of a clerk!

Sing hey nonny nonny

For a life that is bonny,

Sing Ho! for the job of a clerk!

ATTENTION, LADY CURLERS!

Don't forget the

Annual Wind-Up

ASSINIBOINE HOTEL

Wednesday, April 7, at 7 p.m.

EATON ANGLING CLUB

Annual Spring Dance

Roseland Dance Gardens

Tuesday, April 20, at 9 p.m.

\$2.50 per Couple

Tickets Available at Time Office



CONTACTS

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RECENT APPOINTMENTS

Winnipeg

Department W38—Women's Shoes, Slippers, Rubbers and Winter Goods:

MR. B. H. MCGREGOR, head of department.
(This is in addition to his present duties in Department W39.)

Department W39—Infants', Children's, Boys' and Misses' Shoes, Slippers, Rubbers and Winter Goods:

MR. J. H. SUTHERLAND, assistant.

Department W70 — Furniture, Sewing Machines, Beds, Springs, Mattresses, Couches, Davenport, Studio Lounges and Children's Cribs and Chairs:

MR. J. W. MEYERS, head of department;
MR. J. D. WRIGHT, assistant.

Department W100D—M.O. Order Office Supervision (except B.C.):

MR. A. W. P. HARRISON, head of department;

MR. A. J. DAY, assistant.

Department W253 -- Hardware, Tinware, Woodenware, Kitchenware, Gift Wares, Birds and Supplies, Lumber, Building Materials, Ice Boxes and Lanterns:

MR. S. P. BELSHER, assistant.

Department W284 — Basement Meats, Fish and Poultry:

MR. LESLIE W. MANN, assistant.

Department W928—Basement Store—Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats, Caps, Parkas, Overalls and Luggage:

MR. G. HAMMOND, assistant in Sections 229, 230 and 232;

MR. C. MURRAY, assistant in Sections 228, 428 and 261.

Department W1—All Gloves, Hosiery, Umbrellas and Canes:

MR. J. PATERSON, head of department;
MR. W. R. LOCKWOOD, assistant.

Department W28—Men's and Boys' Furnishings, Hats, Caps and Furs, Underwear, Shirts, Bathrobes, Pyjamas, Bathing Suits, Sweaters, Neckwear and Boy Scout Uniforms:

MR. D. G. FIRTH, head of department.

Department W46 — Women's Sportswear, Blouses, Skirts, Sweaters, Slacks and Overalls:

MR. J. JOHNSTON, head of department.

Department W56—All Coal, Oil and Wood Stoves, Electric Ranges, Rangettes, Furnaces, Plumbing and Heating, Kitchen Cabinets, Air Conditioners:

MR. R. McCORMICK, head of department.

Port Arthur

Department Pt.A.236 — Linens, Bedding, Staples, Piece Goods, Cottons, Rayons, Silks, Woollens and Patterns:

MR. H. B. PEAREN, assistant.

Lethbridge

B.P., D.A. and C.A. Office—

MR. E. PICARD, assistant.

Prince Albert

Department PNC237—Men's, Women's and Children's Shoes, Slippers, Rubbers and Winter Goods:

MR. GEORGE DELORME, assistant.

Fort Churchill Order Office

MISS L. I. BLOOR, in charge.

Regina Order Office

MISS OLGA SCHNEIDER, in charge.

Eaton Men's Golf Club

Your Executive advises all interested golfers to fill out and return your applications in order that handicaps may be assigned and draws made.

Application Forms are now available in all departments.

**DEADLINE FOR APPLICATIONS,
APRIL 3**

APRIL FOOLI

pages were on the press.

made at the last minute after all the

We regret the error—a discovery

facts has been printed upside down!

entire run of the April issue of Con-

With the exception of this box, the

issue on the press.

ous printer's error in putting this

This is to advise readers of a seri-

APOLGYI

In Memoriam

There is no Death! What seems so is transition;
There is no Death! The stars go down to rise upon some other shore!

ROBERT JOHN BROWN

Head of Department, Mail Order Furniture, Mr. "Bob" Brown passed away suddenly on Saturday, February 20.

Born in Belfast, Ireland, he came to Canada 31 years ago, and had been in the Company's service for over 27 years. A member of the St. James Kiwanis Club he was also an active member of Deer Lodge United Church, Fort Garry Masonic Lodge and the Scottish Rite.

To Mrs. Brown, her two sons and her daughter, we offer our very deep sympathy in this sudden bereavement.



RETIRED EATONIANS

We regret to report the passing of a former member of our staff who had been enjoying his retirement.

MR. T. BAIN, formerly of the Mail Order Carpets and Floor Coverings, February 24. To the members of his family we extend sincere sympathy.

We extend sincere sympathy to those members of the staff who have lost someone dear to them during the past month.

In the Loss of a Mother

MRS. A. HUGHES
Economy Self-Serve Dresses
MR. CECIL FARROW...M.O. Packing
MISS JEAN ONESCHUK
Drapery Workroom
MISS T. NATALONA
Deposit and Charge Accounts
MRS. P. EISTHEN
Third Floor Coffee Bar
MRS. L. MURRAY...Service Groceries

In the Loss of a Father

MR. RENE BUYDENS....Carpenters
MISS M. LAURIE.....Cash Office
MRS. E. LUTZ.....Wash Rooms
MRS. E. TAYLOR
Carpets and Floor Coverings
MISS A. CUNNINGHAM
M.O. Boys' Clothing

In the Loss of a Sister

MRS. S. SMITH...M.O. Men's Clothing
MR. G. KISCHOOK.....Garage

In the Loss of a Brother

MISS W. RUPPENTHAL
Electrical Accessories
MR. ALFRED REMPEL...M.O. Packing
MISS K. McLEOD
Employees' Lunchroom

In the Loss of Her Husband

MRS. A. CUNNINGHAM
Cafeteria Kitchen

In the Loss of His Wife

MR. F. HOURD
Stoves, Plumbing and Heating

In the Loss of a Daughter

MRS. A. BENNETT
Women's Sportswear

In the Loss of a Son

MR. E. AGAGNIER
M.O. Sporting Goods

In the Loss of an Infant Son

MR. J. SHASKI.....Printing Plant

so what... you've got a cold!



GO TO BED AND REST



**EAT LIGHT MEALS WITH
NOURISHING FOODS.... DRINK
PLENTY OF WATER, FRUIT DRINKS,
SOUPS, ETC.**



**BE SURE TO USE
YOUR HANDKERCHIEF
TO STIFLE COUGHS
AND SNEEZES TO
PREVENT OTHERS FROM
CATCHING YOUR COLD.**



CALL THE DOCTOR...
IF YOU HAVE A FEVER, ACHES, OR
A RACKING COUGH FOR MORE
THAN 24 HOURS, **DANGER!** CALL
DOCTOR AT ONCE IF YOU HAVE
CHILLS OR RUST COLORED SPUTUM.